

**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR ALERTING A
USER TO A PROMOTIONAL OFFER FOR A PRODUCT BASED ON USER-
INPUT BAR CODE INFORMATION**

ABSTRACT

A system, method and article of manufacture are provided for alerting a user to a
5 promotional offer for a product. A representation of a bar code is received from a user.
The representation of the bar code is associated with a product. A relationship between
the user and the product is generated. The relationship between the user and the product
is stored in a database. A search is performed for matching a promotional offer to the
product. The promotional offer is output to the user based on the relationship of the
10 user with the product.